

**PARTICIPATORY RURAL APPRAISAL AS A COMMUNITY
EMPOWERMENT-BASED TOURISM VILLAGE DEVELOPMENT METHOD**

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Abstract

This article is motivated by the interest of tourists visiting the tourist attraction area which is increasing from year to year, so that the area has a potential that deserves to be developed seriously. One of the interesting areas is Gemah Beach Tourism which is located in Keboireng Village, Besuki District, Tulungagung Regency. Geographically, Gemah Beach is famous for the beauty of the sunrise decorated with brown sand beaches which can attract tourists to visit the beach. However, the community's ability to develop tourism potential is still lacking so the utilization of potential areas has not been maximized. Therefore, the community and village government, assisted by Youth Organizations, took the initiative to form a Kelompok Sadar Wisata (Pokdarwis) by applying the *Participatory Rural Appraisal method* or a community empowerment-based method. The method used in this research is a descriptive method using a qualitative approach. Where data collection is done by interview, observation, and documentation. The research subjects were Lejar Misuwur Pokdarwis members, the people of Keboireng Village, and visitors to Gemah Beach. The results obtained from this study are that the Kelompok Sadar Wisata (Pokdarwis) Lejar Misuwur has succeeded in making Gemah Beach more widely known by tourists thanks to the involvement of the community in all tourism village development activities or with the application of Participatory Rural Appraisal (PRA). With PRA, they realized that many development programs entered the village but poor participation and the people could not make it happen because they did not have a model that had been developed from adequate experience.

Keywords: Tourism Village, Participatory Rural Appraisal, Kelompok Sadar Wisata (Pokdarwis), Community Empowerment.

INTRODUCTION

Until now, tourism is still a priority sector for the government because it is considered capable of being a locomotive for the movement of a country's economy. There is no need to doubt the role of the tourism sector in development in various countries, not only because of the people's interest in traveling which is always increasing from year to year but also because of the very broad implications of the tourism sector. So it is not surprising that tourism is recognized by many groups as one of the development sectors that has become the world's concern in the last few decades. Many positive impacts of tourism development, such as the growth of creative industries, local economic growth, increased income, increased exports, and others;

have made the tourism sector one of the development sectors that is experiencing rapid growth in the world (Nurhajati, 2018).

Reality shows that in terms of economic activity, the tourism sector has become a potential mainstay and development priority for many countries, especially for developing countries like Indonesia. According to (Firdaus & Santoso, 2022) the prospects for the tourism industry in Indonesia are very large and encouraging considering that tourism is considered a "savior" for society, a "primadona" of development, and a foreign exchange earner for the country. In this case, every region in Indonesia seems to be competing in managing its tourism and trying to explore all of its potential which can be "sold" and become a promising business area (Murodah et al., 2022).

Currently, tourists prefer tours that have rural nuances that are still natural and beautiful. By taking a tour of the village, tourists can interact directly with the village community and can see first-hand the socio-cultural activities of the local community. This causes tourism in rural areas to develop quite rapidly. The saturation of tourism with modern nuances is the main reason tourists choose to travel to the village. This is where the term tourist village emerged (Budiyah, 2020). A tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of village community life that is integrated with the procedures and traditions prevailing in the village.

The tourism village component according to Putra (Imandintar & Idajati, 2019) explains that 5 indicators can be used as conditions for determining a village to become a tourism village. According to Putra (Imandintar & Idajati, 2019), there are 5 indicators for determining a tourist village, namely: Having the potential for tourism, art, and culture typical of the local area; The location of the village is included in the scope of the tourism development area or at least is in the corridors and tour package routes that have been sold; Preferably there are management staff, trainers, and actors of tourism, arts and culture; Accessibility and infrastructure support the tourism village program; as well as Guaranteed security, order, and cleanliness.

The view of an academic as well as a planner for rural development and poverty alleviation (Sudiarta et al., 2021) states that tourism is an economic sector that has been proven capable of alleviating poverty in an area. This is because tourism has a positive

impact in the form of a very broad *trickle-down effect for local communities*; then it is ideal if tourism development is carried out at the village level, involving local communities, and not only involving capital owners.

The Strategic Plan of the Ministry of Tourism for 2020-2024 has formulated 5 priority tourism destinations which are pursued in two ways. The first way is through accelerating the development of tourism destinations in Indonesia and the second way is through national tourism marketing priorities (Isra Andini & Ridwan, 2022). The government's priority of accelerating development in the tourism destination sector is inseparable from the high public interest in the tourism sector recently. Since the existence of social media, such as Instagram, Facebook, Twitter, YouTube, and so on, public interest in the tourism sector has visibly increased. People are competing to visit various tourist spots to take pictures or show off their photos or video content on their social media accounts (Habib & Mahyuddin, 2021). This is evident from the hectic number of tourist attractions and also the millions of photos or videos uploaded to their respective social media accounts.

In this context, East Java province was chosen as one of the priority tourism destinations. One of them is because East Java is ranked first with the largest number of domestic tourist trips in Indonesia which is explained in the table below.

Table 1. Top 5 Provinces with the Most Number of Indonesian Tourist Trips in 2022.

No.	Province	Number of Indonesian Tourist Trips
1	East Java	198,913,339
2	West Java	128,667,116
3	Central Java	103,991,668
4	DKI Jakarta	63,081,040
5	Banten	48,935,825

Source: Central Bureau of Statistics, 2022

The data in the table provides evidence that East Java Province is one of the provinces that will provide the most popular tourist destinations for domestic tourists in the 2022 period. In this case, the Indonesian government through the Ministry of Public Works and Public Housing is also carrying out developments in various villages classified as fulfilling the components of the establishment of a tourist village (Alfian et al., 2021). One of the tourist destinations that has become a national development goal is the Keboireng Tourism Village, Tulungagung Regency.

Tulungagung Regency is an area located in the southern part of East Java Province which has potential resources that can be used as tourism objects. However,

when viewed from the development of tourist objects in Tulungagung, it is currently experiencing a setback and there is no progress yet. Tourism sites in Tulungagung Regency, in terms of development, still have several problems, namely the lack of recognition of tourist attractions widely, so tourism potential is not well explored and its existence is still not fully known by the wider community, both from the local area and from outside the region (Apriadi et al., 2023).

One of the leading tourist attractions in Tulungagung Regency is beach tourism, one of which is Gemah Beach. Gemah Beach has beauty and characteristics such as a wide expanse of brown sand that reaches almost 2 km and the friendly waves make visitors able to use it for water tourism. Gemah Beach Tourism is managed by a Kelompok Sadar Wisata called Pokdarwis Lejar Misuwur.

Table 2. Number of Gemah Beach Tourists.

No.	Year	Number of Visitors
1	2017	85,655
2	2018	546,415
3	2019	772,338
4	2020	412,644
5	2021	22,770
6	2022	139,815

Source: Processed by the author, 2023

Based on the table above, it can be understood that from 2017 to 2019 Gemah Beach experienced an increase in the number of tourists. However, from 2020 to 2023, the number of tourists will decrease. This is because the people of Keboireng Village do not understand the management of Gemah Beach tourism. Because the majority of Keboireng Village work as farmers, the community needs activities to manage Gemah Beach which can later have an impact on improving the economy of the people in Keboireng Village. This attracted the attention of researchers to examine the stages of community empowerment by the Lejar Misuwur Tourism Awareness Group in managing the Tulungagung Gemah Beach tourist attraction.

LITERATURE REVIEW

Participatory Rural Appraisal

Participatory Rural Appraisal (PRA) or Participatory Learning and Action (PLA) technique is an approach to the process of empowering and increasing community participation that emphasizes community involvement in all development activities (Lestari et al., 2020). Through the PRA method, village communities are no

longer objects that receive programs from above (*top-down*) but rather become development subjects who design development programs from the bottom (*bottom-up*) by continuing to be active in the planning process, determining program priorities, budgeting, implementation, and utilization of controlled development results at the village level. This process is known as *the Community Action Plan (CAP)* (Wirawan et al., 2021).

In this case, program development through PRA must be relevant to the problems of tourism villages. The main problem lies not in the lack of cultural practitioners in compiling CAPs, but in the poor uniqueness and authenticity of tourist villages in Indonesia (Hudayana et al., 2019). The PRA method in its application has the goal of developing programs with the community from planning to evaluation, the application of which must always refer to the program development cycle. Based on Chambers' concept, a brief overview of the cycle is (Nugraha et al., 2023):

- a. Introduction of problems or needs and potentials, to obtain information about the existence of the environment and society in general.
- b. Formulation of problems and setting priorities to obtain formulations based on local problems and potential.
- c. Identification of alternative solutions to problems or development of ideas to discuss various possible solutions to problems through community consultation.
- d. Selection of the most appropriate alternative solution following the ability of the community and available resources with self-help.
- e. Planning the application of ideas by solving these problems concretely so that their implementation can be easily monitored.
- f. Presentation of activity plans to obtain input for improvement at a larger level.
- g. Implementation and organization of the community following the needs and level of community development.
- h. Monitoring and directing activities to see their conformity with the plans that have been prepared.
- i. Follow-up evaluation and termination to see the results as expected.

Kelompok Sadar Wisata (Pokdarwis)

Kelompok Sadar Wisata (Pokdarwis) is one of the stakeholder elements originating from the community which certainly has a strategic role in developing and

managing the potential of natural and cultural wealth owned by an area to become a tourist destination (Putrawan & Ardana, 2019). Pokdarwis is an institution at the community level whose members consist of tourism actors who have concern and responsibility and play a role as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realization of Sapta Pesona in enhancing regional development through tourism and making use of it for the welfare of the surrounding community (Rohyani et al., 2019).

The formation of tourism awareness groups has the intention of developing community groups that can act as motivators, movers, and communicators to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations so that they can act as good hosts for tourism development, and have awareness of opportunities and the value of benefits that can be developed from tourism activities to improve the economic welfare of the community (Purnawati, 2021).

Tourism Conception

The World Bank (2009) (Asror, 2018) defines tourism as the travel activity of someone who lives somewhere outside their place of residence and for no more than one year for business needs, pleasure, and outside their daily needs or concerns. Law No. 10 of 2009 concerning Tourism explains the difference between tourism and tourist. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local government. Meanwhile, tourist is all activities related to tourism and are multidimensional and multidisciplinary that emerge as a manifestation of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs (Asror, 2018).

Community Empowerment Conception

In the Regulation of the Minister of Culture and Tourism Number: KM.18/HM.001/MKP/2011 concerning guidelines for the National Community Empowerment Program or Program Nasional Pemberdayaan Masyarakat (PNPM) Mandiri Tourism is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that integrated with the prevailing customs and traditions. This program aims to increase the welfare and

employment opportunities for the community, especially the poor through the development of tourist villages (Supriatna, 2020).

Based on the concept of community empowerment in development tourism then efforts to empower the community through tourism, in essence, should be directed at several things as follows: 1) Increased capacity, role, and community development initiatives tourism; 2) Increasing the position and quality of involvement or participation public; 3) Increasing the value of the positive benefits of tourism development for the economic welfare of the community; and 4) Increased ability community in traveling (Sunaryo, 2013).

The Conception of *Community-Based Tourism*

According to Hudson and Timothy (Sunaryo, 2013) community-based tourism or *Community-Based Tourism* is an understanding related to assistance planning efforts that place the community as the main actor in various empowerment and development activities in the tourism sector. Murphy in (Sunaryo, 2013) states that in essence tourism development cannot be separated from the resources and uniqueness of local communities, both in the form of physical and non-physical elements (tradition and culture), which are the main driving elements of tourism activities themselves so that they should tourism should be seen as a community-based activity. The definition of *Community Based Tourism* is as follows:

- a. A form of tourism governance that provides opportunities for local communities to control and be actively involved in existing tourism management and development.
- b. The form of tourism governance that can provide opportunities for people who are directly involved in the tourism business can also benefit from existing tourism.
- c. A form of tourism that demands systematic and democratic empowerment as well as a fair distribution of benefits to disadvantaged communities in destinations.

The Conception of Tourism Village Development

The development of a tourist village according to (Masitah, 2019) is all activities and efforts carried out to attract tourists, where in these activities and efforts efforts are also made to provide tourism support facilities aimed at meeting the needs of visiting tourists. The local community in the development of a tourist village has a significant role, where the community operates and controls the progress of the development of a tourist village, from determining the product to the benefits it receives. The benefits

received by the local community are encouraging the welfare of the community's economy by maintaining and preserving cultural and natural values so that they can absorb the workforce of the local community and create entrepreneurs who can later provide results in improving the economic conditions of the community.

Tourism Village Governance

Rural tourism or *village tourism* is widely known as one form of tourism product developed in the region or area rural areas (*countryside*) in various places in the world, as a form of activity tourism that takes tourists on experiences to see and Appreciate the uniqueness of life and traditions of rural communities all its potential. Tourism villages in the context of rural tourism can be called a tourism asset based on rural potential with all uniqueness and attractiveness that can be empowered and developed as tourism products to attract tourist visits to the village location (Saepudin et al., 2022).

RESEARCH METHODS

The method used in this research is a descriptive method using a qualitative approach. In conducting the research, the researchers conducted it at the Lejar Misuwur Pokdarwis which was located on the Gemah Beach tour, Keboireng Village, Besuki District, Tulungagung Regency. The reason the researchers chose this location is because Pokdarwis Lejar Misuwur is still relatively new and needs efforts to develop the potential of Keboireng Village, especially in Gemah Beach tourism by optimizing the active role of Pokdarwis (Kelompok Sadar Wisata).

This study uses two types of data, namely primary data and secondary data. The primary data for this study were obtained from interviews, documentation, and also field notes taken by the researcher during the research. The secondary data obtained is based on documents from archives that are related to the formation of Pokdarwis (Kelompok Sadar Wisata) for the development of the tourist destination Gemah Beach, Besuki District, Tulungagung Regency.

RESULTS AND DISCUSSION

The Participatory Rural Appraisal (PRA) model concerning the application of participatory development communication, is a process obtained in carrying out a participatory communication approach in developing tourism villages through community empowerment. The results of this research article were obtained from the

PRA method with the model consisting of an initial survey, training, mentoring, monitoring, evaluation, and termination (Nugraha et al., 2023). The results of the application of *Participatory Rural Appraisal* (PRA) with a participatory development communication approach are as follows:

Table 3. Application of PRA in Community Empowerment in Tourism Villages.

No.	Activity	Results	Target
1	Potential survey and exploration	Conducting surveys and visits to target villages	Target society
2	Compilation of programs and identification of problems	Getting problems in the field by making programs based on potential of	Target society
3	Approach-based program socialization	Carry out the socialization process of the program will be carried out on an empowerment basis	Target society
4	Development, training, and mentoring of tourist villages	Undertake physical development and present resource persons in the field of tourism and insights related to tourism management	Target society
5	Evaluation and Termination	Evaluate the deficiencies of the activity program so that they can be improved on an ongoing basis	Target society

Source: Processed Based on Primary Data and Secondary Research Data, 2022

Potential Survey and Exploration

Keboireng Tourism Village is a village located in Besuki District, Tulungagung Regency, East Java. Geographically, Keboireng Tourism Village is famous for its tourist destination Gemah Beach which has an area of around 5.77 km². The tourist attraction of Gemah Beach has become famous since the construction of the Southern Cross Road (JLS), so access to Gemah Beach is open and easy to reach with smooth road conditions. The wide expanse of the beach makes it attractive for tourists to carry out tourist attractions including playing with sand and seawater, playing ATV motorbikes, trail motorbikes, and *flying fox rides* on the beach.

In this case, the community and village government assisted by Karang Taruna took the initiative to form a *Kelompok Sadar Wisata* (Pokdarwis) which can maintain and develop the tourism potential of Gemah Beach. Pokdarwis' participation is certainly in line with the *Participatory Rural Appraisal* (PRA) concept where the community is involved in all tourism development activities, such as adding play facilities on the shores of Gemah Beach, adding residential rentals, managing festival events to attract

tourists.

Programming and Problem Identification

After conducting a survey and exploring the potential that exists in the Keboireng Tourism Village, the next step is to identify problems based on exploring potential. At this stage, the community and Pokdarwis study together the problems that exist in the village community for the development of Gemah Beach tourism by discussing or sharing with the people of Keboireng Village. The results of this activity resulted in several problems including the lack of community ability to manage Gemah Beach tourism, the lack of facilities and infrastructure at Gemah Beach tourism, and the lack of community participation in managing MSMEs around Gemah Beach tourist destinations.

Communities that lack knowledge and skills in managing the field of education-based tourism management make it a problem in the development of tourist villages. Therefore, based on these problems, program designers are present by involving the active role of the community in the form of socialization and training activities. In this case, researchers will develop a training program on tourism management, then carry out socialization of the planned program followed by carrying out the development process and conducting monitoring and evaluation of the program. This arrangement refers to adding play facilities, renting a place to live, managing festival events, to empowering the MSME sector in the souvenir sector.

Approach-Based Program Socialization

After obtaining problems and identifying problems and having designed programs to be carried out, socialization was held as part of a participatory communication approach with the PRA participatory development concept or through community-based empowerment methods. The initial activities carried out by Pokdarwis Lejar Misuwur were socialization on skills training, product marketing, and good tourism management.



Figure 1. Socialization.

(Source: Research Documentation, 2023)

Socialization activities are carried out to influence the people of Keboireng Village so that they can achieve the objectives of the tourism village empowerment program. In this case, the community will be guided to be more confident that they are capable and worthy of managing the potential that exists within them. Therefore, supporting the success of this socialization program is very dependent on the community itself which can direct all its potential to achieve predetermined business targets.

Training and Mentoring

The training and mentoring process is part of the activities of Pokdarwis Lejar Misuwur for the people of Keboireng Village. In terms of community empowerment, the Keboireng Village government encourages the active role of the community to participate in developing and empowering the MSME sector around the Gemah Beach tourist destination. In this case, Pokdarwis provides training to the community such as how to deal with tourists or visitors, provides skills training for selling, especially training on making homemade souvenirs, as well as providing good promotion training using social media. This is because the people of Keboireng Village still do not understand how to promote their wares through the application of social media.



Figure 2. Creativity Training Activities.

(Source: Research Documentation, 2023)

In this case, the community is not only directed to sell but is also directed to be

able to take advantage of the wide lip of Gemah Beach by renting out play equipment, such as tour boats, beach volleyball, and sand castle toys. This activity will certainly attract the interest of tourists, both children and adolescents, to adults. In the training and creativity assistance, a new idea emerged where the Pokdarwis would involve the active role of the community in managing festival events as a tourist attraction. This was disclosed by Mr. Agus Pramono as Secretary of Pokdarwis Lejar Misuwur as follows. *"In addition to the annual Grebeg Suro event, later we will hold a kite and paragliding festival featuring local arts and accompanied by music. We try our best to innovate, so most recently we also held a Tourism Awareness Degree event in collaboration with the Tulungagung Tourism Ambassador to attract tourists. So the festival will later be combined with an archipelago culinary festival which involves the role of MSMEs in presenting a variety of typical Tulungagung culinary menus"*.

Through these training and mentoring activities, it is hoped that the people of Keboireng Village will not depend on any party when facing a problem. So that you can maximize your potential.

Evaluation and Termination

The evaluation activity was carried out with the Pokdarwis Lejar Misuwur and the people of Keboireng Village who took part in the empowerment program, where the evaluation served as a benchmark for the success of this activity. In this case, the evaluation process shows that community involvement in all tourism village development activities or with the *Participatory Rural Appraisal (PRA)* technique has succeeded in building strong awareness among residents that the success of tourism village development certainly cannot be separated from the role of community participation in the area. In addition, with PRA, they can build programs that are more aspirational and generate high community participation. With PRA, they realized that many development programs entered the village but poor participation and the people could not make it happen because they did not have a model that had been developed from adequate experience.

The final stage in community empowerment is termination. In this stage, the empowerer releases the empowered community group to continue their activities. However, Pokdarwis Lejar Misuwur has not carried out this stage. Because until now Pokdarwis is still assisting the people of Keboireng Village. This termination stage has

not yet been carried out for the Lejar Misuwur Pokdarwis because the majority of the Pokdarwis members are native people of Keboireng Village. So that assistance activities to the community will continue to be carried out until an unspecified time.

Participatory Rural Appraisal Results Through Tourism Village Development

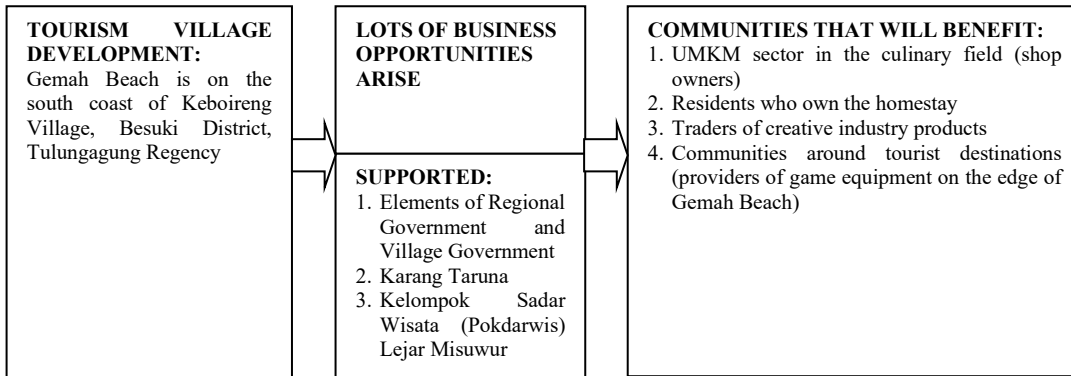


Figure 3. Community Groups Benefiting from Tourism Village Development.

(Source: Primary and Secondary Data, 2023)

This sub-chapter presents several data as well as an analysis of the results achieved and/or that can be enjoyed by the community around the area, as implications for the development of Keboireng Village. The data presented in this sub-chapter are not financial figures obtained, but rather a qualitative description of the benefits received by each party who directly takes a role in taking advantage of the opportunities that arise as a result of the development of Gemah Beach as a tourism village.

CONCLUSION

With the existence of the Kelompok Sadar Wisata (Pokdarwis) Lejar Misuwur, the impact that can be seen and felt by the local community is that Gemah Beach has become increasingly widely known. This is because, in addition to making improvements to the management aspect, it also fixes the facilities and infrastructure at Gemah Beach. In addition, the presence of Pokdarwis also has the impact that the local community has the awareness to participate and innovate so that there is added value that tourists can get when visiting Gemah Beach. So that it can be said that the formation of the Tourism Awareness Group "Lejar Misuwur" in terms of developing tourism potential at Gemah Beach has had a pretty good impact on the development of the Gemah Beach tourist area. The formation of these Pokdarwis does not necessarily make Gemah Beach one of the favorite tourist destinations because there are still several inhibiting factors such as the lack of public awareness of Sapta Pesona.

Participatory Rural Appraisal (PRA) technique has succeeded in building strong awareness among residents that the success of developing a tourist village cannot be separated from the role of community participation in the area. In addition, with PRA, they can build programs that are more aspirational and generate high community participation. With PRA, they realized that many development programs entered the village but poor participation and the people could not make it happen because they did not have a model that had been developed from adequate experience.

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